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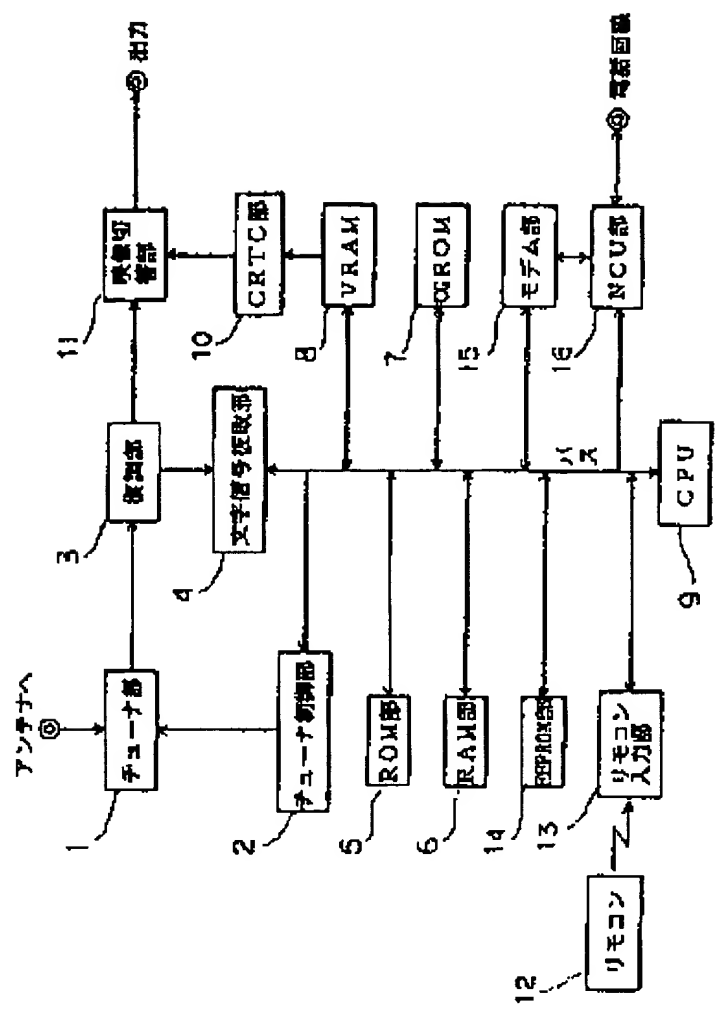
(57) Abstract:

**PURPOSE:** To easily purchase merchandise by shopping on television by providing a function to display the captions of a teletext broadcasting, function for connection with a telephone line and function to store merchandise numbers, and transmitting the number of the merchandise and the address and name of the customer to the sales company.

**CONSTITUTION:** This device is equipped with a video switching part 11 to enable captions or the like, remote control input part 13, EEPROM part 14 to store data, address and name due to the teletext broadcasting, MODEM part 15 for transmission due to automatic dialing, and NCU part. When the line is connected between the teletext broadcasting receiver and a sales company 17, a CPU 9 of the teletext broadcasting receiver transmits data such as the number of the purchased

merchandise and the address and the name of the customer from the EEPROM part 14 through the MODEM part 15 to the sales company. Thus, since the sales company or the like can accept the purchase of merchandise according to the data such as the number of the merchandise and the address and name of the customer, the merchandise can be purchased by the simple operation of shopping on television.

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